

ORDER

Flight Dates 10/16/12-10/22/12

<u>Order Sep</u> 00:30:00

Demographic

Order Share %

A35+

<u>Product</u> <u>Estimate #</u> 1537

Contract / Revision 307351 / Obama for America Alt Order #

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

08/08/12 08/08/12 Billing Contact Order Type GENERAL

Advertiser Obama / Democrat / Preside Billing Cycle EOM/EOC

1010 Wisconsin Avenue - Suite #80 Billing Calendar BROADCAST

Washington, DC 20007

Agency GMMB Inc Rev Codes POL POL CAND

Buying Contact Sales Office EWSDC Product Codes PL

1010 Wisconsin Avenue - Suite #80 Sales Region NAT Priority P-3

Washington, DC 20007 Agency Ref 2 Advertiser Ref

Primary Account Executive

Marta Salazar-Perren

Account Executive Order% Start Date End Date

Marta Salazar-Perren 100%

Craci Criaro 70	marrot varao	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Market Value

Order Totals Billing Plan

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount October 2012 30 \$21,165.00 \$24,900.00 0.00 10/01/12 10/22/12 30 \$21,165.00 \$24,900.00 30 0.00 Totals \$21,165.00 \$24,900.00

											I ota	ıls
Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 WPTV	10/16/12	2 10/22/12	Sa 8-10a Sa 8-10a	СМ	8-10a	S-	:30	1	\$600.00 P-3	0.00 NM	1	\$600.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	16/12	10/22/12	S-	1	\$600.00	0.00						
E 3 WPTV	10/16/12	2 10/22/12	M-F 6-7a M-F 6-7a	СМ	6-7a	МГЖГБ	:30	1	\$750.00 P-3	0.00 NM	1	\$750.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	16/12	10/22/12	MTWTF	1	\$750.00	0.00						
E 4 WPTV	10/16/12	2 10/22/12	M-F 7-9a M-F 7-9a	СМ	7-9a	МГWГF	:30	2	\$800.00 P-3	0.00 NM	2	\$1,600.00





Contract / Revision 307351 Flight Dates 10/16/12-10/22/12 Hiatus Dates

<u>Original Date / Revision</u> 08/08/12/ 08/08/12 <u>Order Sep</u> 00:30:00

Advertiser Obama / Democrat / Preside Product Obama for America Estimate # 1537

Ln Ch	Start	End	Inventory Code	Brook	Start/End Ti	me Dave	Len Spo	nte	Rate Pri	Pta Type	Tot	als Amount
E 4 WPTV		2 10/22/12	M-F 7-9a	CM	7-9a	MTWTF	:30	2	\$800.00 P-3	0.00 NM	3pois 2	\$1,600.00
	10/10/1	2 10/22/12	M-F 7-9a	0	, 64		.00	-	φοσσ.σσ.	0.00 11111	_	ψ1,000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/22/12	MTWTF	2	\$800.00	0.00 S-	.20		¢500 00 D 3	0.00 NIM	4	\$ 500.00
E 5 WPTV	10/16/1	2 10/22/12	Sa 7-8a Sa 7-8a	СМ	7-8a	3-	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/22/12	S-	1	\$500.00	0.00						
E 6 WPTV	10/16/1	2 10/22/12	Sa 11-1130P Sa 11-1130p	СМ	11-1130p	S-	:30	1	\$850.00 P-3	0.00 NM	1	\$850.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				l		
Week: 10/		10/22/12	S-	1	\$850.00	0.00						
E 7 WPTV	10/16/1	2 10/22/12	Su 8-9a Su 8-9a	CM	8-9a	S	:30	1	\$750.00 P-3	0.00 NM	1	\$750.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				İ		
Week: 10/		10/22/12	S	1	\$750.00	0.00						
E 8 WPTV	10/16/1	2 10/22/12	M-F 9-10a M-F 9-10a	СМ	9-10a	MTWTF	:30	1	\$450.00 P-3	0.00 NM	1	\$450.00
Sta Week: 10/	rt Date 16/12	End Date 10/22/12	Weekdays MTWTF	Spots/Week 1	Rate \$450.00	Rating 0.00						
E 9 WPTV	10/16/1	2 10/22/12	M-F 10-11a M-F 10-11a	СМ	10-11a	MTWTF	:30	1	\$400.00 P-3	0.00 NM	1	\$400.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				i		
Week: 10/		10/22/12	MTWTF	1	\$400.00	0.00						
E10 WPTV	10/16/1	2 10/22/12	Sa 10-1030a Sa 10-1030a	СМ	10-1030a	S-	:30	1	\$350.00 P-3	0.00 NM	1	\$350.00
Sta Week: 10/	rt Date	End Date 10/22/12	Weekdays S-	Spots/Week 1	Rate \$350.00	Rating 0.00						
E 11 WPTV			M-F 12n-1p	CM	12-1p	МГЖГБ	:30	2	\$350.00 P-3	0.00 NM	2	\$700.00
			M-F 12n-1p		·							
Sta Week: 10/	rt Date /16/12	End Date 10/22/12	Weekdays MTWTF	Spots/Week 2	Rate \$350.00	Rating 0.00						
E 13 WPTV	10/16/1	2 10/22/12	Su 6p	СМ	6-630p	S	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
Sta	rt Date	End Date	Su 6p Weekdays	Spots/Week	Rate	Rating						
Week: 10/	16/12	10/22/12	S	1	\$500.00	0.00						
E 15 WPTV	10/16/1	2 10/22/12	M-F 1135p-1235a M-F 1135p-1235a		1135p-1235a	MTWTF	:30	1	\$400.00 P-3	0.00 NM	1	\$400.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/22/12	MTWTF	1	\$400.00	0.00			Ф750 00 D 0	0.00.004		#750.00
E16 WPTV	10/16/1	2 10/22/12	M-F 5-530p M-F 5-530p	СМ	5-530p	MTWTF	:30	1	\$750.00 P-3	0.00 NM	1	\$750.00
Sta Week: 10/	rt Date 16/12	End Date 10/22/12	<u>Weekdays</u> MTWTF	Spots/Week 1	Rate \$750.00	Rating 0.00						
E 17 WPTV			M-F 530-6p M-F 530-6p	СМ	530-6p	МГЖГБ	:30	1	\$800.00 P-3	0.00 NM	1	\$800.00
<u>Sta</u> Week: 10/	rt Date	End Date 10/22/12	Weekdays MTWTF	Spots/Week 1	Rate \$800.00	Rating 0.00						
E 18 WPTV			M-F 6-630p	CM	6-630p	<u>МГ</u> WГF	:30	2	\$1,100.00 P-3	0.00 NM	2	\$2,200.00
<u>Sta</u>	ırt Date	End Date	M-F 6-630p <u>Weekdays</u>	Spots/Week	Rate	Rating						

Print Date: 08/21/12

Page 3 of 3





Contract / Revision 307351 Flight Dates 10/16/12-10/22/12 Hiatus Dates

<u>Original Date / Revision</u> 08/08/12/ 08/08/12 <u>Order Sep</u> 00:30:00

Advertiser Obama / Democrat / Preside Product Obama for America Estimate # 1537

			Б	0, 7,5				D (D:	D: T	Tota	
	tart End	Inventory Code			Γime Days	Len Sp			Rtg Type		Amount
E18 WPTV 10	/16/12 10/22/12	M-F 6-630p M-F 6-630p	CM	6-630p	МГЖГБ	:30	2	\$1,100.00 P-3	0.00 NM	2	\$2,200.00
Start Da	ate End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/16/1		MTWTF		\$1,100.00	0.00						
E 19 WPTV 10	/16/12 10/22/12	Sa 6p	CM	6-630p	S-	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
		Sa 6p									
Start Da		Weekdays S	Spots/Week	Rate	Rating						
Week: 10/16/1		S-	1	\$500.00	0.00			\$050.00 B.0	0.00.1114	0	#4.000.00
E 20 WPTV 10	/16/12 10/22/12	M-F 7-730p M-F 7-730p	CM	7-730p	МГЖГБ	:30	2	\$650.00 P-3	0.00 NM	2	\$1,300.00
Start Da	ate End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/16/1		МГЖГЕ	2	\$650.00	0.00						
E 21 WPTV 10	/16/12 10/22/12	Sa 7-8P	CM	7-8p	S-	:30	1	\$350.00 P-3	0.00 NM	1	\$350.00
		Sa 7-8P									
Start Da		Weekdays S	Spots/Week	Rate	Rating						
Week: 10/16/1		S-	1	\$350.00	0.00			\$050.00 B.0	0.00.1114		#050.00
E 22 WPTV 10	/16/12 10/22/12	M-F 730-8p M-F 730-8p	CM	730-8p	МГЖГБ	:30	1	\$650.00 P-3	0.00 NM	1	\$650.00
Start Da	ate End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/16/1		MTWTF	1	\$650.00	0.00						
E 23 WPTV 10	/16/12 10/22/12	NBC Monday Prir	me CM	8-11p	M	:30	1	\$2,500.00 P-3	0.00 NM	1	\$2,500.00
		The voice		(8:00 PM-10):00 PM)						
Start Da		Weekdays M	Spots/Week	Rate	Rating						
Week: 10/16/1			1 CM	\$2,500.00	0.00 W	.20	- 1	\$4.050.00 D.3	0.00 NIM	4	\$4.050.00
EZS WPIV 10	/16/12 10/22/12	Wednesday Primalaw & order: svu	e B CM	9-10p	W	:30	ı	\$1,250.00 P-3	0.00 NM	1	\$1,250.00
Start Da	ate End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/16/1	_	W	1	\$1,250.00	0.00						
E 26 WPTV 10	/16/12 10/22/12	M-F 11-1135p	CM	11-1135p	MTWTF	:30	2	\$850.00 P-3	0.00 NM	2	\$1,700.00
		M-F 11-1135p									
Start Da		Weekdays MTWTF	Spots/Week	Rate	Rating						
Week: 10/16/1		NFL Game	CM	\$850.00 4p-12a	0.00	:30	1	\$2,250.00 P-3	0.00 NM	1	\$2,250.00
EZO VVPIV 10	/16/12 10/22/12	NFL Game	CIVI	4р-т2а (8:15 PM-11		.30	ı	\$2,250.00 P-3	U.UU INIVI	ı	\$2,250.00
Start Da	ate End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/16/1		S	1	\$2,250.00	0.00						
E30 WPTV 10	/16/12 10/22/12	M-F 630-7p	CM	630-7p	MTWTF	:30	1	\$1,800.00 P-3	0.00 NM	1	\$1,800.00
		M-F 630-7p									
Start Da		<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u>	Rating						
Week: 10/16/1		Friday Prime C		\$1,800.00	0.00 F	-20	1	\$1,000.00 P-3	0.00 NIN4	4	¢1 000 00
⊏SI WPIV 10	10/12 10/22/12	Friday Prime C Friday Prime C	CM	10-11p (7:00 PM-9:		:30	1	φ1,000.00 P-3	0.00 NM	1	\$1,000.00
Start Da	ate End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/16/1		F			0.00						
									Totals	20 €	24 900 00